



WCPO

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## ORDER

Print Date 09/17/12

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Flight Dates 09/18/12-09/24/12

Contract / Revision 311274 /

Original Date / Revision  
09/17/12 09/17/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Product

Candidate. OFA Add to Sked A 9.1

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1798

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$13,519.25	\$15,905.00	0.00	08/27/12	09/24/12	35	\$13,519.25	\$15,905.00
Totals	35	\$13,519.25	\$15,905.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/18/12	09/24/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		2			\$50.00			0.00			
		Week: 09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 2	WCPO	09/18/12	09/24/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$170.00	P-8	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		2			\$170.00			0.00			
		Week: 09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 3	WCPO	09/18/12	09/24/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	6	\$2,400.00



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Contract / Revision 311274 Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Add to Skc Estimate # 1798

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F GMA 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$400.00		0.00			
Week:		09/24/12	09/30/12	M - - - - -					2	\$400.00		0.00			
N 4	WCPO	09/18/12	09/24/12	SA 5-6am	CM	5-6a	- - - - - S -	:30	1	\$25.00	P-8	0.00	NM	1	\$25.00
SA 5-6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S -					1	\$25.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 5	WCPO	09/18/12	09/24/12	SA GMTS 8-9a	CM	8-9a	- - - - - S -	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
SA GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S -					1	\$100.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 6	WCPO	09/18/12	09/24/12	SU GMTS 8-9a	CM	8-9a	- - - - - - S	:30	2	\$100.00	P-8	0.00	NM	2	\$200.00
SU GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S					2	\$100.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 7	WCPO	09/18/12	09/24/12	M-F 9-10a	CM	M-F 9-10a	M - T - W - F - -	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$150.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 8	WCPO	09/18/12	09/24/12	M-F 10-11a Right This Morn	CM	10-11a	M - T - W - F - -	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
M-F 10-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$175.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 9	WCPO	09/18/12	09/24/12	M-F 12-1p News	CM	12-1p	M - T - W - F - -	:30	2	\$165.00	P-8	0.00	NM	2	\$330.00
M-F 12-1p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$165.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 10	WCPO	09/18/12	09/24/12	M-F 2-3p	CM	2-3p	M - T - W - F - -	:30	2	\$600.00	P-8	0.00	NM	2	\$1,200.00
2-3pm General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$600.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 11	WCPO	09/18/12	09/24/12	M-F 4-5p Ellen	CM	358-5p	M - T - W - F - -	:30	2	\$280.00	P-8	0.00	NM	2	\$560.00
M-F 4-5p Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$280.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 12	WCPO	09/18/12	09/24/12	M-F 5-530p News	CM	5-530p	M - T - W - F - -	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
M-F 5-530p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$275.00		0.00			
Week:		09/24/12	09/30/12	- - - - - - -					0	\$0.00		0.00			
N 13	WCPO	09/18/12	09/24/12	M-F 530-6p News	CM	528-6p	M - T - W - F - -	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
M-F 530-6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$1,000.00		0.00			



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WCPO	09/18/12	09/24/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----	0		\$0.00	0.00							
N 14	WCPO	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	2	\$325.00	P-8	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-TWTF--	2		\$325.00	0.00							
Week:		09/24/12	09/30/12	-----	0		\$0.00	0.00							
N 15	WCPO	09/18/12	09/24/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-TWTF-S	2		\$900.00	0.00							
Week:		09/24/12	09/30/12	-----	0		\$0.00	0.00							
N 16	WCPO	09/18/12	09/24/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-TWTF--	1		\$500.00	0.00							
Week:		09/24/12	09/30/12	M-----	1		\$500.00	0.00							
N 17	WCPO	09/18/12	09/24/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,000.00	P-8	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----	0		\$0.00	0.00							
Week:		09/24/12	09/30/12	M-----	1		\$4,000.00	0.00							
Totals														35	\$15,905.00